

# Make every webinar your best.

Whether you're hosting webinars for marketing, training or internal company meetings, GoToWebinar makes it easy and gives you the confidence to put on your best webinar every time.

## Plan the easy way

Planning and scheduling a webinar is simple. Choose an event date and GoToWebinar will walk you through the rest.

- **Event management:** View all your upcoming webinars and easily adjust settings.
- **Flexible scheduling:** Set up a one-time live event, series or on-demand experience.
- **Webinar templates:** Save time by using the same settings from past webinars for new events.

## Promote and draw in the crowds

Promote your webinar with our customer webinar invitations, registration page and automated email reminders.

- **Branding:** Add your logo and images on your webinar materials.
- **Customer registration:** Capture the registrant information you want.
- **Channel page:** Your Channel page is your branded webinar library.

## Engage your audience

Put the fun back into webinars! With interactive features you can ensure your attendees stay engaged.

- **Polls and Q&A:** Launch polls and let your attendees ask questions throughout the webinar.
- **Video sharing:** Liven up any presentation with a video that will play seamlessly during your event.
- **Handouts:** Provide relevant, downloadable materials right in your webinar.

- **Webcam:** Share your webcam to make a personal connection.

## Convert registrants

Get more value from your webinars. Record and reuse your webinars and use our suite of integrations to make sure your audience can take the next step.

- **Automatic recording:** Automatically record your webinars so you can drive value from them after the live event.
- **Pre-recorded events:** Create interactive, on-demand webinars that feel as vibrant as the live event.
- **Integrations:** Integrate with your CRM, marketing automation or other systems and manage everything in one place.

## Analyze your results

Generate reports on who attended, how interested they were and how they engaged.

- **Attendee reports:** Comprehensive reports let you know who attended.
- **Event analytics:** Get an overview of webinar performance with key metrics.
- **Source tracking:** Discover which channels drive sign-ups.

### Present with confidence and peace of mind

Webinars can be kind of scary, but GoToWebinar gives you peace of mind with reliable audio and visual technology.

- **2.7 million webinars** are hosted every year with GoToWebinar.
- **Over 50,000 customers** trust GoToWebinar to power their online events.
- **Our mobile app** makes it easy for attendees to join on any device.

### Toll-free audio service

Add integrated toll-free audio service with convenient toll-free packages from OpenVoice (requires additional purchase).



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